

SPMS Marketing and Club Development Committee Zoom Meeting Tuesday, June 8, 2021 from 7 to 8 pm. The meeting was attended by Kenny Brisbin, Megan Johnston, Karin Perissinotto, and Anita Cole (chair).

Topics discussed:

1. Try Masters - how to better promote it this July? It may happen again in October. We have only 11 clubs signed up to participate. Kenny said he does not think it is a good idea to have a competition due to Covid situation causing so few clubs to participate in this membership drive. How should we offer to help? The links and tools provided by USMS should be posted on social media. The contacts from the 11 participating SPMS clubs will receive emails with helpful info and friendly suggestions from Karin Perissinotto on a weekly basis. Anita will ask USMS for these contact emails. A USMS Trial Membership form will be available on June 15. It will cover insurance for potential member for 45 days. Try Masters is from July 1-31. The 11 participating SPMS Clubs as of 06/08 are Conejo Valley Masters, Costa Mesa Aquatics, Competitive Tri-Swim Masters, Downey Dolphin Masters, Redondo Dolphins, Long Beach Grunions, Mission Viejo Masters, Nova Masters, Rose Bowl Masters, Silver Peak Performance Masters, and West Hollywood Masters.
2. Each club needs a website, even if only basic. How best do we help out here? Just go through the list of SPMS Clubs to confirm club has a website? We now have 67 clubs as opposed to 85 from 2020. Anita will start going through 67 clubs to check for websites and will ask for help from committee members as needed. Kenny suggested that the list be divided up to share the task. Anita will ask USMS to help contact clubs that have not yet renewed for 2021. Without an active club to attach to, past members of these clubs probably won't renew either.
3. Concept of Annual SPMS Meeting has been expanded to include coached morning swim workout and stroke technique clinic, fun relay swim event, catered breakfast, business meeting with elections, and finally a catered lunch. This would be instead of the traditional business dinner meeting. This would be a daytime event. Viewed as a member benefit and a really fun LMSC event, it would be a marketing tool. We may need to limit it to first 200 members who sign up. It would need to be at a facility with a pool, large deck, indoor meeting room, etc. Perhaps Mission Viejo or Rose Bowl could be rented. Pacific has such an annual meeting with 200 to 400 participants at a university setting! Member at Large is in charge of our usual SPMS Annual Dinner Meeting. The Coaches' Chair would be asked to help for stroke clinic given by our various talented coaches and to set up interclub relays. Kenny reminded us that we have wonderful coaches quite qualified to run our stroke clinic and coached workout. We are fortunate to have such great coaching talent. Our treasurer would need to be involved for affordability approval with our finances and budget in mind. Since we are not having an in person USMS Annual Convention, we may have funds for such a new twist to our November Annual SPMS Meeting. So, this would be a joint effort for change

with a special event committee covering all aspects. Cost based on 100 participants for breakfast and lunch would need to be calculated plus cost of rental facility. We don't know how many members will sign up, but guessing at 100 might be a good starting position. It would be a significant expense because it is free to all participants/members who want to attend. We have no USMS Convention travel/hotel expenses, nor convention registration fees again this year. Maybe funds are available to try this First SPMS Annual Swim Fest/Meeting. Maybe we could rename event SPMS Annual Swim Fest/Meeting. Current annual SPMS meeting is set for Zoom at 6:30 pm on November 18 according to the calendar on our SPMS Website. I find that disturbing and want to change it to a Saturday or Sunday in November and make it a fun swim fest. All of us on this SPMS Marketing and Club Development Committee agree that this is a good idea and that it would inject some energy into the annual meeting that is usually only attended by the board plus a few more members and is not really a fun event.

4. Recruit USMS Members we lost by sending an email to members who paid in 2019 or 2020, but not since. Judi Divan, Membership coordinator might be able to help out with names and contact information. I will also ask USMS to help with such a list and ask if they have a way to send out an email to these past members. These previous members need to be told where they can swim again at convenient pool based on their location. Swimmers don't know which clubs are functioning right now. Our message is: We are back swimming and we want you back too! How would we create such a list? Who would like to work on this? Current membership is 3556 instead of 2020 number of 4113. These previous members need to be recaptured.
5. How to better use our social media platforms? More clubs should post events, ideas, or photos on SPMS Facebook. How do we encourage this? Megan suggested invite friends and members to SPMS groups and to join SPMS social media platforms sharing photos and encourage members to post when they go to swim workouts letting swimmers know that their club is indeed open again. Go viral with anything about our Master Swimming activities or plans. Megan and Kenny will help out here.
6. The newsletter is a marketing tool. I would like to better use it. Any ideas here? It was suggested that the current newsletter be made more mobile user friendly and get away from pdf format.
7. Your ideas on anything - new business? Megan suggested that we create new marketing items such as metal pins or stickers or luggage tags that say things like: "I am a master swimmer!" or "I coach swimming!" The USMS or SPMS Logo could be small with words of above basic understanding statements bold and larger. Megan says pins are in. Megan will help create new logo message. Anita will contact USMS for clarity on what is allowed with USMS Logo sharing with new marketing statements.

8. Next Zoom Meeting is Tuesday, July 13, 2021 at 7 pm. I welcome new members with new ideas to join us to energize our goal of growing our membership and encouraging more adults to swim.

Thank you for your great ideas and time!

Anita Cole  
SPMS Marketing and Club Development Chair